

Response Master Product Definition Document

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Response Master

The graphic features a purple background. At the top, the text 'Response Master' is written in white, followed by the tagline 'The ultimate letter-generating tool for parking correspondence teams'. In the center is an illustration of a computer monitor displaying a document with 'PCN' on it. Below the monitor are three gold laurel wreaths, each with the word 'WINNER' in the center. Under each wreath is the name of an award: 'Civil Enforcement Awards Innovation Award', 'Civil Enforcement Awards Gold Award – Winner of winners', and 'British Parking Awards Innovation Award'.

Response Master

The ultimate letter-generating tool for parking correspondence teams

WINNER

Civil Enforcement Awards
Innovation Award

WINNER

Civil Enforcement Awards
Gold Award –
Winner of winners

WINNER

British Parking Awards
Innovation Award

Overview

Winner of three innovation awards, Response Master is a highly intelligent letter-generating system. Used by PCN correspondence teams nationwide, it generates reply letters to drivers – significantly improving letter quality, staff efficiency and customer experience.

- Used by over 40 councils nationwide including one in three London councils.
- Three awards for innovation.
- Plain-English accreditation.
- Powered by Barbour Logic's triple-award-winning parking 'brain' with over 1000 policy settings.

Features

Response Master's intelligence ensures that even a parking novice will answer PCN correspondence exceptionally quickly, correctly and clearly on their first day.

Response Master:

- Understands parking (and moving traffic and bus lanes).
- Knows and applies the council's policies – because it's powered by Barbour Logic's triple-award-winning parking 'brain' with 800 policy settings.
- Applies its unique end-to-end decision-making intelligence (which prompted three innovation awards).
- Can create millions of different letters straight 'out of the box' – all with plain-English accreditation.
- Tracks and scores letter quality. Quality score currently averages 94.5%. And for every 100 rejection letters sent, just 6 result in a comeback.

- Takes just one day of your time to set up.
- Works with all notice-processing systems.
- Continuously updated to comply with the relevant legislation.

Benefits

- Productivity increased by up to 100% across all staff – cutting backlogs.
- Training times for new staff cut by 90%, from months to days.
- Improved letter quality – content and decisions are consistently correct.
- Improved accessibility – letters are plain-English accredited, accessible to those with [mental health issues](#) (1 in 6) or [low literacy skills](#) (also 1 in 6).
- Improved customer experience – fewer follow-on letters from dissatisfied motorists – reduced to just 6%.

Awards

- Innovation Award – BPA Civil Enforcement Awards.
- Gold Award (winner of winners) – BPA Civil Enforcement Awards.
- Joined-Up Thinking: Innovation Award – British Parking Awards.

Testimonials

‘Our letter-answering capability has doubled since using Response Master’ – Glynnis Jeavons, Walsall Council

‘Letters generated by Response Master are in plain English and easy to understand. This has led to a huge drop in avoidable repeat contact from motorists’ – Anne Solomons, Bradford Council

‘Response Master has helped improve our adjudication outcomes significantly’ – Alam Chowdury, Hackney Council

Nexus – a module for Response Master

What is Nexus?

- Nexus is an additional module for Response Master that reads and assesses a driver's PCN challenge and documentary evidence.
- Used together, Response Master and Nexus automatically read and reply to challenges, saving time.

With Response Master on its own

- Staff read the driver's challenge and documentary evidence, then use Response Master to generate the reply.

With Response Master and Nexus

- Nexus reads the driver's challenge and documentary evidence, then Response Master generates the reply.

Testimonials

'Response Master Nexus achieves the impossible. It not only reads the PCN challenge but responds to it. Staff approve the response then quickly move on to the next. It performs the entire process, end to end, transforming efficiency' – *Samir Hasanagic, PCN Appeals and Debt Recovery Manager, Hackney Council*

'Response Master Nexus is a gamechanger for the parking sector. It's just what we need for our efficiency plans' – *Michael Wiktorko, Senior Service Area Manager – Parking Customer Services, Hackney Council*

'In seconds, Response Master Nexus reads and understands even handwritten PCN challenges, saving time. And it summarises the points raised – so we don't miss any – before writing the response' – *Muhammad Ismail Bin Abu, PCN Disputes Officer, Hackney Council*